

## Executive Coaching Profile



### Alla Kuznetsova

Board Level Executive Coach

**Based in:** Russia

**Languages:** Russian, English

**Qualifications:** MA, MEd

Alla is an Executive Coach, Business Trainer, OD Consultant and HRD specialist with many years experience working in both the US and Russia. Alla also has over 15 years managerial experience, most recently focused on the design and delivery of leadership skills training, individual and team coaching and consulting on HRD issues and involving the use of a range of assessment tools (such as 360 evaluation, DISC, and Enneagram).

### Qualifications, accreditation and memberships

- Columbia University, Teacher's College, New York
- MA in Organizational Psychology and Leadership
- Master of Public Administration (Columbia University)
- Master of Education (Moscow University of Linguistics)
- Certificate in Executive Coaching (Lore International Institute)
- Certificate in The Art and Science of Coaching (Erickson College International)
- Member of International Coaching Federation
- Member of the American Society for Training and Development (ASTD).

### Selected clients

Alfa-Bank  
Bacardi  
Baker & McKenzie  
Conde Nast  
GM  
Google  
Johnson & Johnson  
L'Oreal  
Novartis  
P&G  
Pfizer  
Unilever.

### Coaching style

Alla practices adaptive coaching, which she defines as a process of making adjustments to the preferences and needs of her clients.

Highly result-oriented, Alla is also exceptionally diligent about the coaching process. She combines a very firm grip with a genuine empathy and warmth that helps her clients to achieve their goals – be they in managing their own performance, drawing out the best in others, being a mentor and role model to subordinates, or in adapting to change and developing strategies.